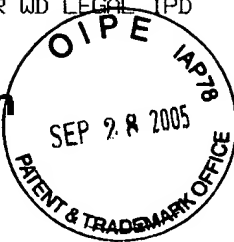



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DATE: September 28, 2005		
TO: COMMISSIONER FOR PATENTS, U.S. PATENT & TRADEMARK OFFICE		
FAX NO: (571) 273-2885 (ISSUE FEE)		
NO. OF PAGES: Cover + 3		
CERTIFICATE OF FACSIMILE TRANSMISSION I hereby certify that this correspondence is being facsimile transmitted to the U.S. Patent and Trademark Office on the date indicated below. Renee M. Franks Typed/Printed Name Signature September 28, 2005 Date	APPLICATION NO.	09/773,940
	FILING DATE	01/31/2001
	FIRST NAMED INVENTOR	William P. Price
	ART UNIT	2611
	CONFIRMATION NO.	3283
	EXAMINER	Ngoc K. Vu
	ATTORNEY DOCKET NO.	K35A0755
TITLE	SYSTEM AND METHOD FOR SELECTING CONTENT TO BE PRESENTED TO A USER	

ATTACHED WITH THIS SUBMISSION:

1. Form PTOL-85 (1 page)
2. Comments on Examiner's Statement of Reasons for Allowance (2 page)

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln. of: William P. Price

Serial No.: 09/773,940

Filing Date: 01/31/2001

For: SYSTEM AND METHOD FOR
SELECTING CONTENT TO BE
PRESENTED TO A USER

Art Unit: 2611

Examiner: Ngoc K. Vu

Confirmation No.: 3283

Docket No.: K35A0755

COMMENTS ON EXAMINER'S STATEMENT OF REASONS FOR ALLOWANCE

MAIL STOP ISSUE FEE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

The Examiner's Reasons for Allowance were authored unilaterally by the Examiner and may be over inclusive or under inclusive. As such, they should not be considered as an admission by the Applicants. Different or other reasons for allowance may also be apparent from the record in this case.

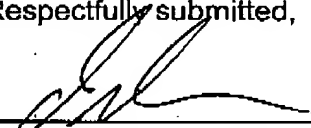
Art Unit 2611
Serial No. 09/773,940

PATENT
Attorney Docket No.: K35A0755

For example, among other limitations, the Applicants note that Claim 13 recites "generating a match signal only when the number of matches . . . is at least a sufficient number," and Claim 25 recites a system including a processing module that is "configured to determine a number of matches . . . and to generate a match signal only when the number of matches . . . is at least a sufficient number." Neither of these claims recites "transmitting a match signal . . . only when the number of matches . . . is at least a sufficient number," as implied by the Examiner.

Respectfully submitted,

Date: September 28, 2005

By: 
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